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FROM: JOHN P. O'BANION

RE: 09/737,274  
SON5180.02A

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I hereby certify that the enclosed:

**AMENDMENT (19 PAGES)**

are being facsimile transmitted to the United States Patent and Trademark Office (Fax No. 703 872-9306) on  
17 May 2004.

JOHN P. O'BANION  
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 09/737,274 Confirmation No.: 7901  
Applicant : L. MICHAEL MARITZEN ET AL.  
Title : AUTOMATED USAGE-INDEPENDENT AND LOCATION-  
INDEPENDENT AGENT-BASED INCENTIVE METHOD AND  
SYSTEM FOR CUSTOMER RETENTION  
Filed : 12/12/2000  
TC/A.U. : 3621  
Examiner : ELISCA, PIERRE E.  
Docket No. : SON5180.02A  
Cust. No. : 36813

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22213-1450

RESPONSE

Dear Sir:

This communication is in response to the non-final Office Action mailed  
02/17/2004.

**Amendments to the Claims** are reflected in the listing of claims which begins on page  
2 of this paper. No claims have been amended.

**Remarks/Arguments** begin on page 7 of this paper.

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